

**Selling the Fuel-Efficient Tire**  
**A Roundtable for Retailers and Consumers**

**November 17, 2008**  
**Putah Creek Lodge**

**University of California, Davis**

**Agenda**

*(Below see list of roundtable participants and download presentations)*

- 8:30 a.m.    **Welcome and Introductions**  
              Alan Meier, *Associate Director, Energy Efficiency Center-Davis*
- 8:50 a.m.    **Plan for the day and desired outcomes**
- 9:00 a.m.    **Initiatives around the world to address tire rolling resistance**
- 9:50 a.m.    **How do consumers decide which tires to buy in current market?**  
              (Consumer Reports and UCB)
- 10:20 a.m.   Break
- 10:35 a.m.   **How do retailers decide which tires to sell in current market?**  
              (Retailer perspective)
- 12:00 p.m.   Lunch
- 1:00 p.m.    **What are the most effective ways to present the concept of ‘fuel-efficient tires’ into the marketplace and to consumers?**  
              (Content and dissemination of message)
- 2:30 p.m.    Break
- 2:45 p.m.    **Quality of the message-necessity for identifying rules, guidelines and/or other controls**
- 3:30 p.m.    **Identify next steps**
- 4:00 p.m.    **Closing Remarks/wrap-up**